

required programming should or should not be presented. Program scheduling decisions are not only sensitive and critical from the competitive perspective, but are dependent on evaluations of audience preferences for various types of programming at various times of the day and week and are most inappropriate for government dictates applicable to all stations in all markets.

Thus, Congress, in passing the Act, specifically indicated that it did not intend for the Commission to specify "placement" of children's educational and informational programming that a licensee must air to pass renewal review.^{52/} Here, again, the Commission may ask licensees to substantiate their judgments if programming relied on to satisfy the Act appears to be scheduled at times unlikely to reach a child audience.

And for the Commission to specifically require that particular programming be presented, for example, weekdays or weekends inappropriately treads on broadcaster discretion and interferes with broadcaster evaluations of how and when to serve what audiences, taking into account, as the Commission's rules here permit, what other children's programming is available within one's market.

NAB therefore strongly urges the Commission to demur from further delineation of the sensitive program decisions Congress has required of and reserved for broadcasters in the area of children's educational and informational programming. We urge the Commission, instead, to rely on "the open-minded perspective taken in the

^{52/} 136 Cong. Rec. S10122 (July 19, 1990) (remarks of Sen. Inouye).

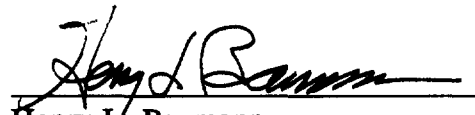
legislative history, a perspective consistent with allowing sufficient breadth of discretion for licensee creativity and sensitivity to community needs to develop."^{53/}


VII. Conclusion.

For the reasons set forth herein, the National Association of Broadcasters respectfully requests the FCC to rely on the carefully crafted Congressional scheme of the Children's Television Act and its current rules implementing the Act for achievement of the goals of the Act and to refrain from further consideration of amendment of its rules in this regard.

Respectfully submitted,

NATIONAL ASSOCIATION OF
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APPENDIX A



WRITTEN TESTIMONY

OF

**THE NATIONAL ASSOCIATION
OF BROADCASTERS**

BEFORE THE

**HOUSE COMMITTEE ON ENERGY AND COMMERCE
TELECOMMUNICATIONS AND FINANCE SUBCOMMITTEE**

ON

CHILDREN'S TELEVISION

MARCH 10, 1993

The National Association of Broadcasters thanks you, Mr. Chairman, for the opportunity to discuss this important issue with you and the subcommittee here today. NAB represents the owners and operators of America's radio and television stations, including most networks.

Four years ago, at your urging, Congress, broadcasters and other interested parties decided to cooperate in crafting a workable children's television bill. This agreement resulted in passage into law of the Children's Television Act of 1990,¹ legislation which broadcasters agreed not to oppose.

When this legislation became law, it was heralded by many as a positive change. We can report back to you that we are already seeing positive developments from it, and as license renewal cycles continue to come up, we expect even more results to develop.

This law was carefully shaped to balance the needs of children as well as broadcasters' First Amendment rights. The Act imposed two major requirements on television licensees. First, it placed limits on the amount of advertising time that could be sold within children's programming. Specifically, the new law limited commercial time to 10 1/2 minutes per hour on the weekend, and 12 minutes per hour during the week.

Second, the legislation imposed, for the first time, a specific, albeit unquantified, programming obligation to "serve the educational and informational needs" of children. This

¹Public Law 101-437.

requirement expanded broadcasters' bedrock public interest obligations, and the FCC now reviews broadcasters' performance as to children during that licensee's renewal review.

In April, 1991, the FCC adopted its Report and Order which implemented the rules established by the Children's Television Act. The programming requirements became effective October 1, 1991, and the time limitations took effect January 1, 1992.

Today, we sit in this chamber to review what has transpired during the first year or year-and-a-half of this law being on the books. As we do so, we believe that we can make some very definitive statements based on the evidence to date:

1. Broadcasters have accepted this new responsibility, and have attempted to comply with its requirements. In particular, broadcasters have already complied with the commercial time limitations in nearly every case (98%), according to the Commission itself.
2. Despite what some may believe, the FCC is not looking the other way in its review of broadcasters' records on children's programming. The Commission is being vigorous in its enforcement, and some stations have had their renewals held up as the FCC has sought more detail about their activities.

3. A report issued last September by the Center for Media Education at the Georgetown University Law Center, which was extremely critical of broadcasters, is a self-serving report that fails to provide to this subcommittee or to the broadcast industry any form of constructive criticism. This so-called report attempted to judge broadcasters before any new programs had a chance to be distributed, added to schedules and aired. In particular, it was skewed by the fact that it only looked at renewal applications stations filed during the **first three months** of the new programming rules. In addition, the report presents only a part of stations' listings of their programming, when stations, understandably, exercising an overabundance of caution, listed **ALL** programming in their lineup that might "serve the educational and informational needs of children."
4. The Federal Communications Commission, recognizing that broadcasters need more guidance in this area, has just announced a Notice of Inquiry (NOI)² in an attempt to be more specific about what it is looking for from stations as it evaluates license renewals. And while NAB would oppose the Commission imposing numerical processing guidelines for public interest programs, we look forward to participating in this review in order to assist the Commission and, ultimately, better educate broadcasters about their obligations.

²FCC MM Docket 93-48.

5. Unfortunately, the program production community has not yet responded with the types of programs that the Act suggests. While new children's programming has been created, most of it is entertainment in nature and not "educational or informational." For example, at the recent new program exhibition at the National Association of Television Program Executives held in San Francisco, virtually every new children's show had entertainment as its primary focus.
6. In spite of that fact, however, many broadcasters continue to produce outstanding children's television programming. We will list just a sample of that programming as part of our testimony.

Let us add that there have always been good children's programs on the air, including long before passage of the Act. Programs like "Captain Kangaroo" and others entertained entire generations of children. Of course, they are gone now -- clearly demonstrating that the children's television market underwent major upheaval long before we recognized the upheaval in the video marketplace. In a world in which 60 percent of households have cable TV and 80 percent have VCRs, the program choices for children have mushroomed.

Broadcasters Are Attempting to Meet the Requirements

As mentioned, NAB worked with you, Mr. Chairman, and others to craft the Children's Television Act three years ago. Congress should not expect, however, that implementation of those new requirements would be without hurdles or obstacles.

Today, local stations are creating their own programs, public service campaigns and/or other activities as they reach out to the local community's children. Remember -- the Act allows each station to develop its own response to the "educational and informational" needs of its audience, and delegates great discretion to licensees in terms of how they believe best to meet those needs. Stations also have some flexibility in targeting the age groups they can most effectively serve. The Report and Order also states that "programming that furthers the positive development of the child, including the child's cognitive/intellectual or emotional/social needs, can contribute to satisfying the licensee's obligation."³

Each year since 1985, NAB has held a "Service to Children" Television Awards competition. This annual event showcases just some of the outstanding work that local broadcasters are doing on regularly scheduled programs, special programs, public service campaigns aimed at children (including drug and alcohol abuse campaigns), and ethnic or minority programming.

³FCC Report and Order, April 9, 1991.

Last year, we saw a marked increase in the number of entries submitted for this competition, especially in the regularly-scheduled category. More than 70 stations entered nearly 200 different programs, with an equal distribution among large, medium and small media markets. Those programs dealt with such issues as AIDS, the environment, life as a teen in modern society, drug and alcohol abuse and prevention, and health, safety and fitness.

The number of new entrants signals an increase in such programming nationwide. This is encouraging, given that it takes many months to plan and develop new programs. Such efforts involve research, interviews with community leaders, and often complicated production schedules in order to reach the widest audience.

Here are just a few examples of the kind of quality programming that stations have developed, all of whom were finalists for awards last year:

- o "Kids Talk with Tamara Lister." This program, aired on WRCB-TV in Chattanooga, TN, discusses a multitude of current, social issues. The kids, chosen from area schools, gather at the station's studio quarterly to discuss various topics with the station's news anchor and a local teacher.
- o "Popcorn." This outstanding program produced by KATU-TV in Portland, OR, informs and educates children in a creative way. With its format of having kids

talk to kids, the show has tackled some tough issues, including the Persian Gulf War.

- o "Scratch." This weekly magazine show aired on KXTV-TV in Sacramento, CA, is targeted at teenagers. The show's hosts are teens from the area, and all of the stories are told from a teen's point of view. The station is now attempting to syndicate this program to other stations around the country.
- o "Ecology Kids Challenge II." KCBS-TV in Los Angeles, CA, mixed the challenge of educating kids about the environment with the fun of a TV game show.
- o "Time for Kids." At WISC-TV in Madison, WI, the goal of "Time for Kids" is to provide progressive leadership and draw attention to community children's needs and concerns. The project, with its locally produced documentaries, promotions and news coverage, offers an in-depth look at children's issues.
- o "Station K.I.D.S." This fast-paced informational show at KODE-TV in Joplin, MO, for children in elementary and middle schools, looks at nutrition, safety, fitness, and other helpful segments.

While these stations and others produce and create their own programs, it is important to remember that nothing in the law requires local origination. Indeed, for some stations facing tough financial times, it may be fiscally impossible for such local production. Add to that a lack of syndicated programming to meet the new law, and you have presented stations with a tough problem to solve and no easy solutions.

Broadcasters Respond to Critical Report

In recent months, several media stories have portrayed broadcasters as insensitive or not serious about their obligations under the Children's Television Act.

Much of this coverage was generated by a report produced by critics of broadcasters' efforts in this area, which was issued September 29, 1992.

The report looked at the license renewal applications filed by stations in the first eight states⁴ in which the license renewal cycle incorporated the new obligations imposed by the law. The study purportedly looked at a sample of 58 stations in 15 TV markets. Interestingly, there are 195 TV stations in those eight states.

In its major findings, the report criticizes stations for "not making a serious effort" to serve the educational and informational needs of children. The report also stated that stations

⁴Those states were Arkansas, Indiana, Kentucky, Louisiana, Michigan, Mississippi, Ohio and Tennessee.

were listing as examples of meeting the requirements programs which had "pro-social" content or "educational moments" in what was otherwise an entertainment program. The report also criticized stations for not carrying new programs, and not producing such programs themselves.

But let us look at each of those criticisms in light of the facts.

First, remember that this study was conducted during the three months after the new law had taken effect. It also occurred at a time when the law was so new that neither stations nor their legal representatives had any track record about what the FCC would or would not consider as broadly-defined "educational or informational" programming for children. Thus, it is entirely understandable that stations would, out of an abundance of caution, include any possible program listing which might be construed in some fashion as meeting the intent of the Act.

Were stations taking their obligations seriously? Certainly. But given the newness of the Act, they also were trying to cope with a law that is, by design, broadly worded. It is easy to heap scorn on a station listing plot lines from cartoons as "educational or informational," yet the FCC is the only agency which can decide what, if any, consideration is given to such examples. And given the severe penalties for non-compliance, including denial of license renewal, we see no evidence that stations were acting in bad faith in this first attempt to deal with the new law.

Did stations list "pro-social" themes in entertainment programs as examples? Certainly. The Act recognizes that within family programs such as "Cosby," "Family Ties," or other shows, important lessons for children are often major themes. The Act does require that some programs be "specifically designed" for children, but clearly as all of us know, children watch all kinds of programs, not just "children's" shows.

Did all stations produce their own programming? No -- and the Act does not require them to do so. Were most of the examples listed by stations older programs as opposed to new ones? Of course. Given the newness of the Act, stations would have found it very difficult either to create or purchase new programming to meet the Act. Remember -- the law took effect during the middle of a TV season, which normally runs from September through May. In particular, syndicated programs have a long lead time before the show is ready for stations to air -- often a year or two. Local development also can take many months. For example, a new joint venture between the Wisconsin Broadcasters Association and Wisconsin Public Television on a program called "Get Real" took one full year from first discussions until the first program was produced and aired.

The fact is that this report was a premature and unfair look at how television broadcasters were meeting the requirements of the Act. It focused only on stations' listings which did not meet its authors' subjective criteria of acceptable programming. It chose to ignore the fact that little if any new programming has been created or was available to stations during that time period, and it discounted the judgment of the FCC, the agency which has been

discharged with the duty of evaluating and enforcing the Act. It also disregarded the necessary ambiguity of the statute, which for constitutional reasons must remain discretionary.

NAB Has Actively Worked to Help Stations Comply with the New Law

As further evidence that broadcasters take seriously their new requirements under the Act, NAB has actively worked with hundreds of TV broadcasters to assist them in understanding the new law and its impact.

For the past two years, NAB has hosted a Children's Television Workshop, where station general managers and program executives can learn how the law works and how to meet the requirements. In addition, this subject is included annually in the conference program at the annual NAB Convention in Las Vegas.

Additionally, NAB has produced materials to assist stations with their children's television activities. Counsel memos and a "Service to Children Television Idea Book" have been created and sent to all NAB members to fully inform them about their obligations and how to fulfill them. A copy of that book is attached to this testimony, listing over 100 examples of how various stations already are meeting the Act's requirements.

Finally, NAB daily fields calls from members across the nation, inquiring as to the many specifics of how the rules apply to real world situations. They want to know how to interpret the law properly.

Any accusation that television broadcasters are not aware or not serious about the Children's Television Act could not be further from the truth.

The Future -- More and Better Programming

On March 2, 1993, the FCC issued a Notice of Inquiry regarding the Children's Television Act. In its notice, the Commission says it seeks comment on how the new law is working and what revisions might be helpful "to more clearly identify the levels and types of programming needed in the long term to serve the educational and informational needs of children."

The Commission's notice also includes the fact that a majority of the 320 license renewal applications received since the Act "demonstrated adequate efforts to meet the programming needs of children." The notice also indicates that the Commission "acknowledges the possibility that program suppliers may not yet have made available significant amounts of standard-length programming expressly directed to the educational and informational needs of children," since the law is so new.

Mr. Chairman, any time an industry is asked to adapt itself to a new set of rules, there is always a transition period where those who must live by the new rules need the opportunity to adjust their operations. We are in the midst of that period right now.

But we remain convinced that the quantity and quality of children's programming will continue to grow in the coming years. As the program production community looks at the growing need for educational and informational programs, we hope the supply of such programs will increase. Similarly, local stations will find new and more ways in which to meet the requirements of the new law, both through their on-air and off-air activities.

Public broadcasting -- with its different funding mechanism and its ability to program without regard for the number of viewers of particular programs -- has done a wonderful job of providing children's programming. Sesame Street, Mr. Rogers' Neighborhood, and other shows all deserve our commendations -- but those shows did not emerge overnight, either.

Remember that the Children's Television Act was not passed into law so that every TV station in the country would offer exactly the same kinds of programming. Individual stations are given the leeway to decide in what manner they will meet their obligations. In a free society, that is how it should be.

Conclusion

If the purpose of this hearing is to conduct needed oversight on the implementation of the Children's Television Act, a full and complete review of the children's television marketplace is clearly in order. Has this act spurred additional programming choices for younger viewers? Is there still a wide diversity of programming choices available in videocassette, from cable programming sources, commercial and public broadcast networks and local origination programming? What are the plans of the FCC in enforcing the requirements of the act and what is their experience based upon the initial round of renewal applications? These are some of the questions that need to be addressed.

However, if the purpose is to provide certain self-appointed critics and commentators on children's television yet another opportunity or pulpit to preach to the broadcast industry, the public and the subcommittee may have missed a valuable opportunity. It is disappointing to note the lack of representation by the Federal Communications Commission which must enforce the Act, and virtually no presence by those who are involved in the development and marketing of children's television programming.

Over the years, broadcasters have repeatedly told the subcommittee that there is a wealth of children's programming available from a variety of sources. Together with other interested parties, we developed a proposal that would add to the availability of programming

for children. No one said it would happen right away and to suggest that it would reveals a lack of knowledge concerning program development and distribution.

APPENDIX B

Stock rises for FCC-friendly kids fare

FCC crackdown has syndicators, stations searching for right kids stuff

By Steve McClellan

With the FCC serious about enforcing new and stricter regulations regarding service obligations to children, many stations are contemplating producing their own programs to meet those obligations.

In addition, producers with strong reputations on the noncommercial side of the business, including the Children's Television Workshop, are aggressively exploring what they see as new opportunities on the commercial side.

These developments come in the wake of a flurry of recently announced "FCC-friendly" projects by established syndicators, driven largely by the 1990 Children's Television Act and recent press stories that the FCC will take stations to task for suggesting that they're meeting their obligations to kids with programs such as *The Jetsons* and *G.I. Joe*.

But some program analysts caution that stations be careful when evaluating the new crop of so-called FCC-friendly programs, and not just take the word of the syndicator that the shows will pass muster. "Let the buyer beware" is what I've been telling stations," said Janeen Bjork, vice president and director of programing, Seltel.

Bjork has compiled a list of 25 programs that are being touted as FCC-friendly by the distributors selling them (see chart). Her opinion is that fewer than half of those shows live up to the spirit and letter of the new regulations.

But it is a tricky process because the commission has been vague about what constitutes a program that qualifies under the rules and how much of such programing is necessary.

"If you do a science project, it's pretty clear that would qualify under the new rules as educational programing," said Bjork. "But you wonder, does a show with 25% of its content clearly educational—and then the rest of the time goes behind the scenes to watch a movie or a comic book being made—count under the new rules? I don't know the answer."

One distributor confident his new

show qualifies under the act is Dick Perin, of MG/Perin, which is trying to launch a magazine for teens, *Mental Soup*. "I've got more tape sitting at lawyers' offices," said Perin. "There's no question the stations are feeling the pressure. The biggest battle we have is that the stations tend to focus on shows for 8-year-olds, even though the act covers teens through the age of 16."

One thing seems pretty clear, said Seltel's Bjork: "As a general rule, stations ought to plan on doing more than they were before the act was passed."

FCC-friendly fare

(according to distributors)

Adventures in Wonderland.....	BVT
Captain Planet & the Planeteers TPS	
Bill Nye the Science Guy.....	BVT
The Edison Twins.....	Grove TV
Energy Express.....	Tribune
The Hallo Spencer Show.....	Saban
Kids of Courage.....	Claster
The Land of I.....	Grove TV
Mad Scientist Toon Club.....	Saban
Mental Soup.....	MG/Perin
New Adventures/Captain Planet TPS	
Nick News.....	Viacom
Not Just News.....	Twentieth
Pick Your Brain.....	Summit
Real News for Kids.....	TPS
Romper Room.....	Claster
Scramble.....	Pandora
Scratch.....	MMI
Smart Show.....	Augie Vision
Teen Seen.....	Promark/All American
Timberwood Tales.....	Dick Cignarelli
Twinkle the Dream Being.....	Zodiac
What's Up.....	Kristi Boyer
Widget.....	Zodiac
Zoo Life w/Jack Hanna.....	Litton

Source: Seltel

Station executives agreed. "It is clear the commission and Congress expect TV stations and the networks to do a better job providing for children's" programing needs, said John Sawhill, president and general manager, WJLA(TV) Washington.

Allbritton's WJLA is among a number of stations that are exploring in-house local kids program development. Others include WPIX-TV New York and WGN-TV Chicago, both owned by Tribune and Group W stations.

Sawhill said the station has developed "several pilots" for local weekly educational informational children's shows and will probably do several more before deciding which, if any, to pursue. "We believe we are fulfilling our obligations to children now," he said. "But we want to do more."

Stations may be motivated by the success that some broadcasters have had recently in developing kids shows—most notably, Belo Broadcasting. Belo's Sacramento station, KXTV, developed a local teen magazine, *Scratch*, which will enter its third year in syndication next fall. Belo also developed *Beakman's World*, with Columbia Pictures Television, which entered syndication this season and is being picked up by CBS for Saturday morning next fall.

But Sawhill and others said that finding a big syndication hit was secondary to developing shows that serve children locally, which is what the rules require stations to do.

At WPIX, Vice President and General Manager Michael Eigner said the station is exploring developing local children's programs. He also confirmed that the station would pick up *Energy Express*, a children's sports and fitness weekly to be produced at co-owned WGN-TV. Tribune is offering the show in syndication.

"I think there has been a lack of shows available to fill the needs" required by the Children's Act, said Eigner. "Most of the product that has been available has been on PBS."

But at least one heretofore non-commercial producer, CTW, is exploring opportunities to develop shows for domestic syndication. That comes from Franklin Getchell, the company's senior vice president of programing and production.

"We are thinking about development for syndication very seriously," said Getchell. "There's the issue of economics. Up to now, programs in syndication have cost less to produce than it costs to produce a show like ours," he said. "In the past there wasn't a sense of a lot of interest in shows like ours from commercial broadcasters. But clearly there's been a turn of events."

Just two weeks ago, CTW's first commercial children's series was announced—an educational cartoon, *Cro*, that will be on ABC's Saturday schedule next fall. Gatchell said CTW will begin discussions with potential distributors for several proposed syndication projects shortly.

At Group W Television, one executive confirmed that several stations in the group are considering local kids programs. "The stations are looking to be responsive to the rules, and they have talented people and a record of local production," said the executive.

Meanwhile, Turner Program Services is out racking up cash sales for year two of the syndicated newscast

Geography Lesson

National Geographic Television is entering the children's TV business. Andrew Carl Wit, whose credits include *3-2-1 Contact* and *Little Muppet Monsters*, will head NGTV's new children's programming unit. First project in development is a weekly show, *What in the World*, based in part on *National Geographic World* children's magazine.

for kids, *Real News for Kids*. The first season, the show was offered for bar-

ter and didn't generate high ratings or ad revenue. But the show is clearly an example of a kids program that addresses informational needs, and TPS is hoping enough stations will pay money for the show to justify the fairly steep production cost (more than \$35,000 per week).

"In terms of the license fees, we feel we need to go ahead—we're about 75% there," said TPS Senior Vice President John Walden. "It's a slow process, in part because sometimes the stations get defensive about the rules. We're not here to suggest they aren't meeting the requirement, we just have a show we think fills a need."

Transactional TV: a piece of the action

Stations get percentage of gross from items sold in shows

By Mike Freeman

Looking to provide an alternative to infomercial programming featuring zealous fitness queens or real estate kings, a pair of San Francisco-based syndicators with "transactional" television programs are marketing two new series they insist are definitive departures from that genre, as well as from the barter ad-supported and cash-license programming historically offered in syndication.

GGP and Preview Media Inc. are marketing *Sports Snapshot* and *Preview Vacation Bargains*, respectively, as weekly syndicated series that they feel will legitimize the transactional format as a new programming form in broadcasting.

Since launching *Sports Snapshot* just before last January's NATPE convention in San Francisco (as first reported in *BROADCASTING & CABLE*, Jan. 25), GGP President Bob Horowitz claims that clearance deals have been sealed in 51 markets representing 42% U.S. coverage ("Closed Circuit," April 26).

The primary pitch behind *Sports Snapshot*, a sports trivia game show with a transactional merchandising tie-in with sports card and memorabilia merchandiser Upper Deck Authenticated, is a 10%-15% gross revenue sharing plan based on the sales of sports memorabilia in the station's ADI coverage area.

While stations retain five-and-a-half

minutes of local advertising time (GGP takes one-and-a-half minutes for national ad sales) in the half-hour series, Horowitz also disclosed that an "incentive-based" multiple-tier time period plan and a locally customized "per-inquiry" commercial spot program have been added to the marketing package.

Horowitz credited Steve Gigliotti, vice president and general manager of

KCBS-TV Los Angeles, with suggesting the tiering incentive as "another carrot" to induce stations to schedule *Sports Snapshot* adjacent to live sports event programming (local or network broadcasts) and, in certain cases, weekend prime time programming.

Initially, Horowitz says, KCBS-TV, WNBC-TV New York and KPIX-TV San Francisco are being given the opportunity to earn an additional 10%-20% of

Broadcasting & Cable

April 19-25



By Harry A. Jessell

Confirming a "Closed Circuit" in BROADCASTING & CABLE April 19, BVT announced it is teaming with LIN Television Corp. to produce *Bill Nye the Science Guy*, a half-hour weekly science series. (The show will join the already announced off-Disney Channel *Adventures in Wonderland*.)

Disney has always been interested in educational programming, said Walt Disney President Rich Frank at an NAB press conference. But the demand was not there to justify the quality Disney would want to put into such a show, he said. That's all changed, however, with the Children's TV Act and its requirement that broadcasters serve the educational needs of children.

Burnie Clark, president of KCTS, said LIN and Disney are paying \$115,000 per episode. But, he says, the station is making its money mostly from back-end participation. KCTS will also broadcast the show in Seattle, but not exclusively, he said—BVT also signed on a commercial outlet in the market.

"We're behind the eight ball; we have to get moving," he said.



thing to replace," said Frank. The fast-paced half-hour is hosted by Bill Nye, a stand-up comic and former Boeing mechanical engineer, and is aimed primarily at children 6-11. "These are the people who we have to start getting excited about science," said Frank.

may be the best thing humans have come up with." KTSC's Clark said the pilot was produced with \$250,000 in grants from the National Science Foundation, the Department of Energy and Target stores.

The show was originally intended for PBS, but Nye's agent (Paul Frank, with the William Morris Agency, and son of Rich Frank) pitched it to Disney, which immediately snapped it up, he said. ■

Intelligence Classified or Not?

1. The first of these is the *Journal of the American Medical Association*, which has a circulation of 2.5 million. It is the largest medical journal in the world. It is published weekly, except for two issues which are combined. It is published by the American Medical Association, which is a non-profit organization. It is the only medical journal in the world which is published by a non-profit organization. It is the only medical journal in the world which is published by a non-profit organization.

After the 1990s, the number of local markets has increased rapidly and the number of people who have been able to obtain a regular income has increased. The number of people who have been able to obtain a regular income has increased. The number of people who have been able to obtain a regular income has increased.

IT IS NOT CLEAR how much of the service will be available to existing coaxial networks and how much will require these operators to invest in carrying the service over a new optical chip line back to the copper converse box. The company is currently providing interfaces by pro-

CBS wins season, but others brag too

By THOMAS TYRER
Staff reporter

LOS ANGELES—The broadcast networks last night wrapped up a sometimes tumultuous season in which ABC, CBS and NBC all experienced dramatic shifts in program power.

CBS won the season and added Tuesdays and Saturdays to its usual Sunday and Monday night victories.

However, rivals argue that such maturing CBS hits as Monday's "Murphy Brown" and "Northern Exposure" are

beginning to fade.

While that could happen, Peter Tortorici, CBS executive vice president of programing, says he likes CBS's position heading into the next campaign.

"When you've put yourself in a position to win four nights, you're in pretty good shape, and again, we have real strength on all those nights that we can continue to build on and, also, to rely on," he says.

CBS is targeting Wednesday, Thursday and Friday for improvement next fall, and Mr. Tortorici says CBS will also be

helped by improvements in former "black holes" such as Wednesday at 8 p.m. (ET) slot and all of Friday.

"Not only have we been able to add to our strengths, but we've been able to eliminate some of our glaring weaknesses," he says. "Our lowest-rated programs are not now so low as to pull us all the way down."

With four days of ratings left to figure, CBS led the season race with a 13.3 Nielsen Media Research rating (percentage of TV households) and 22 share (percentage of sets in use).

ABC had a second-place 12.4/20 through April 14 and was the only network to improve its household average over last season, while also winning all the key young adult demographics.

"Up is good," said ABC Entertainment President Ted Harbert, citing other ABC highlights such as having the top three shows among adults age 18 to 49—"Roseanne," "Home Improvement" and "Coach."

Moreover, ABC had the two highest-rated entertainment shows of the season

(Continued on Page 45)

Paramount

AT PRESS TIME

(Continued from Page 1)

● New York—TBS SuperStation was the most-watched cable network in prime time and on a 24-hour basis in March, according to Nielsen Homevideo Index figures supplied by the cable networks for

Disney plans new first-run kids show

'Wild West' improves time slots.